

March 12, 2021

Toyo Tire U.S.A. Corp. to Adjust Pricing Effective May 1

CYPRESS, CA – Toyo Tire U.S.A. Corp. (Toyo Tires®) announced today that effective May 1, 2021, the company will increase the dealer base prices on most consumer and commercial tires by up to 6%. Excluded from the adjustment are winter tires.

“The price increase is a result of increases in raw material costs and market conditions,” said Mike Graber, vice president, sales, Toyo Tire U.S.A. Corp. “As always, we remain committed to providing excellent products, service and quality for our dealers and consumers. We greatly appreciate their business.”

Learn more about Toyo Tires at www.toyotires.com.

About Toyo Tires®

Established in 1966, Toyo Tire U.S.A. Corp. represents the innovation, quality, performance, and excellent service that Toyo Tires has delivered worldwide for 75 years. The company offers a full line of premium tires for nearly every vehicle including light trucks, SUVs, crossovers, sports cars, luxury cars and hybrids as well as commercial trucks. Many of the tires are built in the United States at their state-of-the-art factory in Georgia. To find the right tire for your vehicle as well as an authorized dealer, visit www.toyotires.com. You can also join the Toyo Tires community on [Facebook](#), [Instagram](#), and [YouTube](#).

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